

**LITO NAIL  
and  
EYELASHES**

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## I. Definition of Potential Product

We aim to design a simple and elegant website promoting Lito Nails' clean Japanese nail care and provide a comfortable and trustworthy feeling.

## II. Scope

### A. Summary of Content

**HOME / ABOUT / SERVICES / GALLERY / CONTACT**

Content: events / news (discounts), design photos, testimonials

On the homepage, we will have a carousel view of containing important information about LITO nail. Photos of the interior. Also, below the carousel view we will insert carousel view of nail design photos and have view more button which leads the user to the gallery section. Reviews will display below photo section. Special offers. Maybe Social media posts/feed.

**HOME / ABOUT / SERVICES / GALLERY / CONTACT**

Content: Lito's Brand and the story behind Lito Nails

About page will have 2 sub-contents (team & about store). On about store, we will briefly introduce the brand of Lito, story behind Lito, Important qualities of nail polish. On the team page will have a brief description about each team member. Experiences and their certificates. Make it personable (hobbies, ect). Words from technicians and the owner.

**HOME / ABOUT / SERVICES / GALLERY / CONTACT**

Content: services and price, product and colors information

The services page will have 3 sub-contents (manicures & pedicures, eyelash, waxing). Each sub-content has information about all the services and price that salon has. Tour video for the procedures. Moreover, we will introduce all the products that the salon has. Since the owner is full of pride about their product we will have separate product page to highlight it. We will highlight where the products come from and products are harmless. In addition, we are going to list the colors that LITO nail has to show if the color they want is possible.

**HOME / ABOUT / SERVICES / GALLERY / CONTACT**

Content: nail designs, filter feature.

All the past work that LITO has done. Give the user the freedom to be able to find nails they want (ie nail color, skin color, complexity, style, ect.). There will be a filter feature so that user can see by color, date or popularity.

HOME / ABOUT / SERVICES / GALLERY / CONTACT

Content: store location, contact information, book appointment

On the contact page, the user can get the salon contact information and social media links (facebook, instagram, wechat) so that they can communicate through corresponding contact information. In addition, users can find salon hours, parking information, address, location on the map and phone number on this page.

## B. Estimate of Total Program Size

The website will have 5 main sections (main, about, services, gallery, contact) and 8 pages.

- Main (1 page): 2 carousel view (events & important news, gallery). Events carousel will have maximum 6 elements and gallery carousel will have maximum 9 elements and view more photos element so total of 10.
- About & Product (2 pages): we will reduce text to a minimum and indicate important information in bold. On the team sub-content maximum of 3 person's picture in one row.
- Services (3 pages): 3 sub-content (manicure & pedicure, eyelash, waxing): manicure & pedicure page will be default page. Very short summary of the products being used.
- Gallery (1 page): There will be a maximum of 12 pictures (3 by 4) on page.

## III. Audience

### Primary Audience: Locals / Non-internationals (Americans)

People who belong to this group are local people who work and/or live in San Diego. They will not leave San Diego during the summer holidays. They might not be familiar with Japanese Style Manicure yet, and they are looking for new nail salons. They might want to find out more information introduces the procedures and products used by Lito Nail, as well as what services are offered by Lito Nail including the prices. A gallery filled with past nail art done by Lito Nail indicates what the Lito Nail can do and is a convincing way to attract new customers. This group might want to find a trustworthy salon, so the reviews on the website are good sources for them as well as bios about the technicians to create a trustworthy bond. Also, they want to find out the location of Lito Nail and how to make an appointment, which will be easily found on the site.

### Audience 2: Returning Customers

Customers who are familiar with Lito Nail and has already experienced the services here are in this group. They are satisfied with the services offered by Lito Nail and tend to come back for more. Most of the returning customers of Lito Nail are manicure-manias, and they do not want to explore other nail salons in San Diego because they might have already tried out several nail

salons before they decided to settle down with Lito Nail. This group might want to find information about the technicians who are experienced and certified and that the products are clean and friendly to pregnant women, which can be found in the About section of the website. Our website will present special offers on the front page since this group might seek for discount information to get service for less. This group could be rewarded a discount when they successfully refer a new customer to Lito Nail as a promotion/deal. They also might look for the newest trends on the website to be ready to get a new manicure, which can be found through a social media feed on our home page or through the gallery.

## **IV. Objectives**

### **A. Client's Objectives**

#### **Branding:**

Lito Nail stands for life touch nails and believes in the idea that your nails convey your attitude toward life. Lito nail hopes the store to construct a feeling of comfort, simplicity, and elegance for all customers. Based on this principle, Lito Nail wants the website to follow these feelings as well. We plan to simplify our website by avoiding verbose texts and unnecessary page switches as well as using black & white color scheme to accomplish it.

#### **Attract different types of customers/ have a more diversified customer type:**

Currently, the major customer group is Chinese and other Asians from overseas. Among these people, young ladies such as college students make up 95% of the customer base. This becomes a problem when college students are on winter/summer breaks outside of San Diego. The goal of Lito Nails is to open their brand to attract American customers. Lito Nail intends to present its website in a way that attract both Asian and American customers.

#### **Show good reviews of the store:**

Lito Nail does not have a website currently. All the store information, including store location, service, contact and reviews, are only available on social media (Yelp, instagram and wechat) with few information. Meanwhile, Lito Nail lacks real customer reviews (even on social media) and hopes to have a way to let potential customers know the good experiences people had here. We plan to present those reviews in the main page that's easily accessible.

#### **Show the special products Lito Nail uses:**

One of the most important reasons to make Lito Nail stands out is the high-quality products they use on customers. All the nail polishers are from Presto and Vetro, two Japanese nail polish that are very high-quality, harmless and not smelly. The quality of the product use on

customer is quite important and Lito Nail wants the potential customers know this beforehand and help them decide to go to their store.

## B. Audience's Objectives

### **Discover Lito Nail's colors, styles and portfolios:**

Most of the customers we interviewed reflected that the most important thing they care about is the final outlook of their nails. They get satisfied when they see their beautiful nails and other things (such as products and services) become less important. Knowing all the colors and styles Lito Nail have let them predict if they are going to get satisfied, which determines whether they would like to go or not.

### **Appointment flexibility:**

Currently the only way to make appointment is through wechat messages. However, during the interview, some customers say that it would be better if they could view the availability of the week instead of merely asking the owner if one particular time is available. This helps them manage their time. In addition, it happens sometimes when the customer reserved two positions for manicure but there are actually only one technician in store. This makes lots of trouble. And some customers tried to call before they go to make sure they won't wait. Customers wants to know real-time availability for a week and technician work/rest status.

### **Discover the store environment and procedures:**

For infrequent customers, some of them emphasized that they really enjoy the good in-store environment which is bright, simple and comfortable. They feel that having a good environment or not is another important element for a nail store. They wish to see some photos and short videos for the inside environment of Lito Nail to have a general idea of how it looks like.

## V. Personality and Tone

The website of LITO will be **elegant** and **simple**. We will use black and white as the main colors to mimic the exquisite feeling for our website. The color black usually brings out a feeling of elegance; many high-end fashion brands, such as CHANEL, also choose black as their main color. In addition, black and white, being neutral color, can be in harmonious with any other colorful colors. Since our website will display plenty of images, using black and white as the basic color will increase the cleanness and simplicity of our website.

In addition to the choice of color, high-quality images are also an essential way to convey the feeling of elegance. Images will be the main content to appeal to customers and increase

readability of our website. Texts will be supplementary to images and we will use a direct writing style to keep them as succinct as possible. We also make sure that each page doesn't display too much images/texts all at once to increase simplicity.

To make our website more succinct and simple, we will also use simple icons when necessary so no confusion will be caused throughout our website.

## **VI. Key Target Audience Insight**

The key target audience insight for this website is to provide easily accessible and adequate information about the store while leaving the user with a feeling of confidence in the brand and products.

## **VII. Special Issues/ Problems Anticipated**

- Getting photos of nails and in-store environment without 'watermark' from client
- Video preparation/creation with client
- Make the menu/website more **new user** friendly

